DAYOUNG KIM

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APPOINTMENT

National University of Singapore, Business School
Senior Lecturer, Department of Marketing	2023-(Present)
Deputy Academic Director of MAI (Marketing Analytics & Insights) MSc Program	2023-(Present)
Adjunct Senior Lecturer, Department of Marketing	2022-2023
Research Fellow, Global Asia Institute	2019-2022

California State University Fullerton, College of Business and Economics	2017-2023
Assistant Professor, Department of Management	

EDUCATION

Cornell University, Johnson Graduate School of Management		2017
PhD	Operations, Technology, and Information Management	
	Dissertation: "Consumer-Driven Operations: Empirical and Experimental Studies in Demand Models", Committee: Vishal Gaur (Chair), Andrew Davis, Nagesh Gavirneni	
MS	Operations, Technology, and Information Management	2016

Seoul National University, College of Business Administration		
MS	Management Science and Operations Management	2011
BS	Business Administration, Graduated *Summa Cum Laude*	2009

RESEARCH AND TEACHING INTERESTS

Operations-Marketing Interface, Demand Forecasting, Social Learning, Marketing Analytics, Online Retailing, Field Experiment, New Product Development

PUBLICATION

1. "Consumer Learning from Own Experience and Social Information: An Experimental Study" with Andrew Davis and Vishal Gaur, ***Management Science***, 2021

2. "The Effectiveness of Field Observation to Learn Process Management" with Naser Nikandish and Rommel O. Salvador, ***Decision Sciences Journal of Innovative Education***, 2022

3. "Assessing the Impact of Novelty and Conformity on Hesitancy towards COVID-19 Vaccines Using mRNA Technology" with Ching Leong, Lawrence Jin, Jeongbin Kim, and Teck-Hua Ho, ***Communications Medicine***, 2022

4. "Predicting Mean and Variance in Inventory Order Decisions" with Li Chen and Andrew Davis, ***Decision Sciences***, 2024

5. [Book Chapter] "New Product Development: Tradeoffs, Metrics, and Successes" in *Creating Values with Operations Analytics*, with Teck-Hua Ho, Springer 2022

TEACHING EXPERIENCE

National University of Singapore, Singapore   2022-(Present)
- *Marketing Analytics* (BMK5100), masters-level
- *Product and Brand Management* (BMS5513), masters-level

California State University Fullerton, USA   2017-2019
- *Managing Operations* (MGMT339), averaging 100 undergraduate students per semester
- Received Instructionally-Related Activity Grant (2018-2019) for teaching innovation
- Mentor for Graduate Students (2019)

Cornell University, USA   2013-2016
- *Managing Operations* (NCC5580), masters-level
- Teaching Assistant for various MBA courses at Johnson School and Cornell Tech Campus including: *Retail Operations* (NBA5200), *Using Big Data* (NBAY6020), *Operations Management* (NCCY5080), *Managing Operations* (NCCB5080), *Supply Chain Analytics & Strategy* (NBA6410 & 6420)

INVITED PRESENTATIONS

"Using Wisdom of Crowd to Predict COVID-19 Cases and Deaths"
- INFORMS Annual Meeting, Anaheim CA, USA (10/2021)
- KOPOMS, Yonsei University, South Korea (11/2020)

"Predicting Mean and Variance in Inventory Order Decisions"
- Nanyang Business School, Singapore (10/2021)
- INFORMS Annual Meeting, Seattle WA, USA (10/2019)
- INFORMS Annual Meeting, Phoenix AZ, USA (11/2018)
- INFORMS Annual Meeting, Houston TX, USA (10/2017)

"Consumer Learning from Own Experience and Social Information: An Experimental Study"
- Clemson University, Clemson SC, USA (04/2017)
- California State University, Fullerton CA, USA (12/2016)
- INFORMS Annual Meeting, Nashville TN, USA (11/2016)
- POMS Annual Conference, Orlando FL, USA (05/2016)
- INFORMS Annual Meeting, Philadelphia PA, USA (11/2015)
- 10th Behavioral Ops Conference, Ithaca NY, USA (06/2015)
- Johnson Workshop Series, Ithaca NY, USA (10/2014)

"Predicting Online Purchasing Propensity from Customer Browsing Behavior"
- POMS Annual Conference, Orlando FL, USA (05/2016)
- INFORMS Annual Meeting, San Francisco CA, USA (11/2014)

- NetElixir, Inc. X=Experience meeting, Hamilton Township NJ, USA (10/2014, 10/2015)
  Professional Training for Online Business Entrepreneurs

PROFESSIONAL AND COMMUNITY SERVICE

Editorial Board Member: *Journal of Korean Management Review* 2020-2022

Community Member: INFORMS, WORMS, POMS

Peer-Reviewed Journal Articles for:
- *Management Science*
- *Production and Operations Management*

Marketing Consultation and Research Collaboration with:
- NetElixir, Digital Marketing Agency, USA 2014-2016
- Hyundai Motors, South Korea 2011

College and Departmental Services at California State University Fullerton:
- Core Course Coordinator for *Managing Operations* (MGMT339) 2022-2023
- College Assessment Committee 2022-2023
- Department Policy Committee, Special Project Committee 2017-2019
- Operations & Supply Chain Management Advisory Board, Student Mentor 2017- 2023

OTHER INTERESTS

- Fluent in Korean and English
- Love playing tennis and traveling
- Living with three boys – big, little, and fluffy